## 501852771 03/14/2012

# PATENT ASSIGNMENT

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| SUBMISSION TYPE:      | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT     |

#### **CONVEYING PARTY DATA**

| Name            | Execution Date |
|-----------------|----------------|
| Kwang-Chul JUNG | 03/06/2012     |
| Se-Hyoung CHO   | 03/06/2012     |

#### **RECEIVING PARTY DATA**

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|-----------------|--------------------------------|
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| City:           | Suwon-si, Gyeonggi-do          |
| State/Country:  | KOREA, REPUBLIC OF             |

## PROPERTY NUMBERS Total: 1

| Property Type       | Number   |
|---------------------|----------|
| Application Number: | 13419853 |

## **CORRESPONDENCE DATA**

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> PATENT REEL: 027862 FRAME: 0038

OP \$40,00 13419853

501852771

#### ASSIGNMENT

WHEREAS WE,

JUNG, Kwang-Chul of 403, Taepyeong Officetel, 4538-3, Sujin 2-dong, Sujeong-gu Seongnam-si, Gyeonggi-do, Korea

CHO, Se Hyoung of Parkrio Apt. 101-1001, 17, Sincheon-dong, Songpa-gu, Seoul, Korea

(collectively hereinafter referred to as the "ASSIGNORS"), have invented certain new and useful improvements in:

# LIQUID CRYSTAL DISPLAY

(hereinafter referred to as the "INVENTION") which claims priority to Korean Application No. 10-2011-0098335, filed on 28 September 2011; and for which we are about to file an application for a United States Patent (hereinafter collectively referred to as the "APPLICATIONS");

AND WHEREAS, SAMSUNG ELECTRONICS CO., LTD. (hereinafter referred to as "ASSIGNEE"), a corporation organized and existing under the laws of the Country of Korea, having a place of business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea, is desirous of acquiring an interest in any and all countries, in and to the INVENTION, the APPLICATIONS, and any and all Patents to be obtained therefor;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have assigned and transferred, and hereby assign and transfer unto ASSIGNEE, the entire right, title and interest in and to the INVENTION, the APPLICATIONS, and any and all Patents that may be issued therefrom, in any and all countries, including any and all revivals, refilings, continuations, continuations-in-part, divisions and reissues thereof, to ASSIGNEE; and we do hereby agree that we will execute all papers necessary in connection with any and all patent applications when called upon to do so by ASSIGNEE, its successors or assigns, and that we will, at the cost and expense of ASSIGNEE, fully assist and cooperate in all matters in connection with any and all patent applications and Patents issuing thereon.

The undersigned declare that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so

made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the APPLICATIONS or any Patents issuing thereon.

| Date | March 6, 2012 JUNG, Wang-Chul  | LS  |
|------|--------------------------------|-----|
|      | JUNG, Kwang-Chul               | •.• |
| Date |                                |     |
| :    | March 6, 2012 Cho, Se - Hyoung | L.S |
| ٠.   | CHO So Hyomag                  | . • |